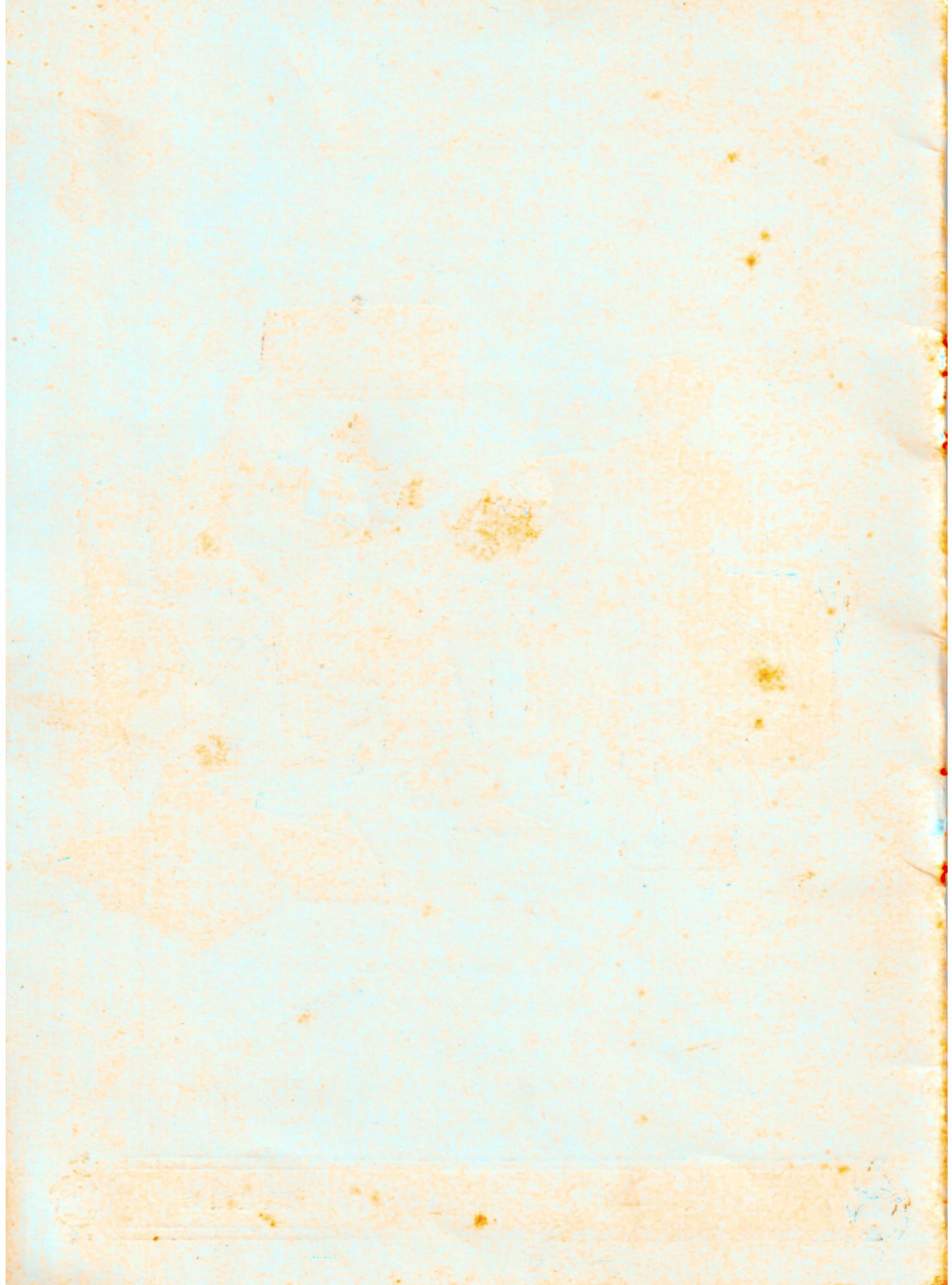


How Snowdrift is made



How Snowdrift *is made*



IN SEPTEMBER the fields of the South are white with cotton and the cheerful pickers are seen slowly shuffling down long rows, picking the snow white bolls.

We'd be hungry people this year, if it weren't for that cotton crop. In its way that cotton crop is as necessary as the wheat crop of the great northwest, if we're to be a wholesome, well-fed nation. Cotton seed supplies something more than a third of all the fat we eat—more than a billion pounds a year. We'd be hungry people if it weren't for that cotton crop.

It seems odd to think of cotton in

connection with cooking fat; or trees in connection with sugar.

Yet we get sugar and syrup from the maple tree which may some day be the boards on our kitchen floor. And we get a delicious, wholesome fat from the cotton plant—part of which may make up our gingham apron.

Cotton is one of the most important *food* crops in this country.

After the cotton has been picked it is taken to a cotton gin where the seed is separated from the cotton.

These seeds, or nuts, are cracked so as to get at the kernels or "meats," rich with oil, and then heated in great steam kettles so that the oil can be easily pressed out. This job of cooking the "meats" is quite a skillful one. In our company we're as proud of some of our old, experienced cooks as a good hotel might be of its chef. There is an opportunity for judgment and skill in this cooking and it makes a difference in the product.

When the meats are cooked, they are placed in huge hydraulic presses and the rich molasses colored oil is squeezed out.

The quality of this oil will vary considerably. Cotton seed, for instance, is no more uniform than wheat or corn or any other crop. All the apples even from the same tree aren't going to be exactly alike and each exactly as good as the next. The quality of oil will vary, depending on the seed and the cooking, and our first opportunity to make Snowdrift better than any other cooking fat is to select only the choicest oil from the millions of gallons pressed.

The oil then goes to a refinery.

As it is pressed from the seed the oil is dark in color and has a decided odor and flavor. Some folks like this flavor. More don't. If you like molasses better than white granulated sugar, you might possibly prefer cotton seed oil before it was refined—or if you prefer brown sugar to white sugar you might prefer an oil that is not highly refined—such oil is good

wholesome food but it has a distinct flavor.

Molasses or brown sugar not only sweetens but flavors everything it sweetens. You "taste" the molasses or brown sugar in everything you sweeten with it. Refined sugar sweetens, but doesn't change the flavor. Similarly, good cooks want a fat that fattens or enriches food without making everything "taste" of the fat used. So oil refiners not only try to get all impurities out of the oil, but also try to take out the color and any strong flavor.

The ideal oil would be almost as clear as crystal—just pure, rich oil—100% fat with *no* impurities, coloring matter or flavor whatsoever. The best we have ever seen (Wesson Oil) is such a pale, straw color that it is *almost* no color at all, and is so delicate in flavor that you really *feel* the rich, delicious oil in your mouth more than you *taste* any flavor.

Quite naturally all refining isn't alike.

When a thing takes knowledge and skill and experience, some are bound to

do it better than others—to say nothing of the difference in the standard of excellence different men aim at.

Our next opportunity to make Snowdrift better than any other cooking fat is to refine our selected oil to a degree of purity and goodness that we do not believe is equalled by any other refiner. We do just that. By the Wesson method.

That doesn't sound like a very modest statement, but it's true. As a reader of advertisements you might be satisfied when we tell the truth and not expect us to be modest, too, about these things we're proud of.

The oil that is now ready to be made into Snowdrift is refined by the Wesson method to a degree of purity and goodness that we do not believe is equalled by any other oil *you could buy*—100% pure, nourishing food. It is as good to eat as the finest salad oil you ever tasted.

Snowdrift is made entirely of this pure vegetable oil—nothing else—hardened into a creamy cooking fat, by hydrogenat-

ing, because—frankly—the women of this country didn't want to cook with a liquid fat but wanted their cooking fat to be white and solid and look like the old-fashioned hog lard they were accustomed to.

When you come to think of it, all fats are oils—or all oils, fats, whichever way you want to say it. It is just a matter of temperature. At 30 degrees Fahrenheit vegetable oil, butter and hog lard are all solid fats. At ordinary room temperature the vegetable oil is liquid and the butter and lard still hard. Around 100 degrees the butter melts, vegetable oil and butter are liquid and the hog lard soft. At 115 degrees the lard melts and all three fats are liquid.

However, habit is strong. Years ago, when cotton seed oil was first offered to women as a cooking fat, they didn't want to use liquid fat. They wanted it white and solid.

And the ladies usually get their own way.

Vegetable oil can be made into a solid fat such as lard by the addition of tallow or beef suet. For many years this was done, some manufacturers still do it—and tell you so on their labels if you read all the small type.

But later an Englishman discovered that by adding hydrogen it was possible to make a solid fat of pure vegetable oil. Hydrogen, you know, is the major part of water—water being two parts hydrogen and one part oxygen. Oil hardened in this manner can be used instead of tallow or beef suet to solidify more vegetable oil.

This discovery enables us to make Snowdrift an absolutely pure vegetable fat.

A small quantity of Wessonized oil has hydrogen added to it until it is a glistening white fat. Then some of this hardened oil is melted and mixed with the rest of the oil.

It is then poured into pans in which huge rolls are slowly turning round. These rolls are hollow and filled with brine from an ice machine, so that they

are freezing cold on the outside. As these icy rolls dip into the pans of warm oil, the oil is chilled and clings to the rolls like so much soft snow.

As the rolls turn round, this soft, snowy fat is brought up out of the pan below and keen knives scrape it off into a "beater"—a large cylinder in which there is a rapidly spinning rod with blades like a giant egg-beater, which whips up the fat into a white creaminess.

Our method of hydrogenating is not an exclusive one, like the Wesson method of refining oil. All makers of pure vegetable cooking fat hydrogenate their oil in somewhat the same fashion. But even in doing somewhat the same thing there is opportunity for us to use the experience and skill of twenty odd years in making this process contribute to the superiority of Snowdrift.

Just the right degree of hardness in the hardened oil—exactly the right proportion of hard white fat to clear liquid fat—just the right chill—and judgment in the

whipping—all these things give Snowdrift two qualities very different from other cooking fats and very popular with Snowdrift users. Snowdrift comes out *creamy and white*.

Snowdrift is always creamy and easy to use no matter what the weather. It is never too hard nor too soft. You've probably tried cooking fat that got hard as a brick in cold weather, so you could hardly dig it out with a knife, and then so soft and mushy in warm weather that you almost had to spoon it. Hydrogenated fat tends to get too hard when it is chilled and to melt suddenly before it is very warm. The secret of Snowdrift's creaminess is to add *so little* hydrogenated fat. No matter what the weather Snowdrift is just the creamy consistency that a cook finds most convenient to use.

From the "beater" Snowdrift is pressed—white, pure, rich and creamy—into airtight cans or buckets to bring it to your kitchen as sweet and *fresh* as the day it was made. This airtight can is last, but

far from least. The way we send Snowdrift to you may not seem a part of the story of making Snowdrift, but it is tremendously important, because on this airtight can depends what Snowdrift is going to be like when *you* get it. It doesn't do you any good for us to make Snowdrift good unless it's good when *you get it*. Any cooking fat or shortening is *fat*. Any *pure* fat, without a preservative in it, will grow old and stale and finally rancid in the course of time—how soon depending somewhat on the weather—and very often there are delays in shipping or long waits in the grocer's warehouse and more or less time spent on the grocer's shelves.

Of course, if you found fat objectionably strong or rancid, you wouldn't use it. But if the fat had grown old and stale, without actually spoiling, most folks would use it, think it was not a good fat, and never know what the trouble really was.

We used to put out Snowdrift in ordinary cans and buckets and tubs, just like

everybody else did then. Soon we discovered that in an open tub we couldn't be sure what Snowdrift would be like when you got it—we couldn't even be sure it was clean. After that we packed Snowdrift only in tightly covered buckets. Then, one day years ago, we found some Snowdrift on the shelves in grocery stores that we were ashamed of—Snowdrift that we couldn't believe *was* Snowdrift.

The covered buckets had kept it clean—but that was all—and the Snowdrift was very, very stale. We realized then that lots of women might ask for Snowdrift and get this stale, ordinary fat instead of the good, fresh fat we'd made.

What was the use of all our care and pride in making Snowdrift the very finest we knew how, if we sent it out and let luck decide whether you got it as good as we made it, or whether warm weather and standing on grocers' shelves had almost spoiled it before it reached your kitchen?

We put Snowdrift in an *airtight* can, so that when you open it in your kitchen it

is as sweet and fresh and good as the day we made it—sweet and fresh all the way down to the bottom of the can.

If you ever find a can of Snowdrift that isn't sweet and fresh as the day we made it, the trouble isn't with Snowdrift, it is with the can. You've probably had an occasional jar of your own leak and the contents spoil. Once in a great while a Snowdrift can doesn't stay airtight and then Snowdrift is no better than if it were packed in an ordinary tin or bucket. Take that can back to your grocer and get a can of *real* Snowdrift—with our compliments—fresh and good as the day it was made.

In the early days a truly airtight can wasn't very convenient, but the goodness of fresh Snowdrift was worth the bother to open the most obstinate can. Now, in our constant effort to do everything we can to make Snowdrift a perfect cooking fat, we've even improved the can, so that it is right convenient to open and still keeps Snowdrift fresh.

That's the whole story of making Snowdrift.



*Snowdrift is made
by the Wesson Oil people*

